

## Creating a Website Success Story

How do you go about making sure that your web presence is reaching the right people and keeping up with new developments? Is it cost-effective to run a company blog or engage using social media? Here's how The Forge Web Creations helped to revitalize one company website, introduce a professional blog and capitalize on social media, all from a single platform:

### LC Solutions Case Study

Graeme Wilson, founder of LC Solutions, approached The Forge Web Creations with the intention of bringing his website up to date with the 21<sup>st</sup> century as well as creating a social media and networking arm to his operations.

"We deliver cost effective business solutions."

**LEGAL & COMMERCIAL**  
**SOLUTIONS**  
Consulting + Outsourcing + Careers

**About Us**

**Faster, smarter & at lower cost**  
As an acknowledgement of the impact of a rapidly evolving legal industry – one that demands legal services providers to work faster, smarter and at a lower cost – Legal & Commercial Solutions was founded to provide clients with broad based corporate legal services delivered in a manner that has an "in-house" feel.

**Customer needs met in a professional & flexible manner**  
By bringing together a wealth of legal experience and business acumen, we offer services and flexible solutions that will help companies and legal departments maximize productivity, promote excellence and lower costs. The experience and skill of our professionals combined with the area specific expertise of our strategic alliance partners ensures that all your corporate legal requirements from company secretarial, intellectual property management and human resources to review and drafting of legal documents are taken care of in a seamless and efficient manner.

Legal & Commercial Solutions is uniquely placed and differentiated from traditional legal service providers. We realise that turn around time and cost effectiveness are as important as the quality of our work.

**About Our Managing Director**

**Graeme Wilson** has a bachelor of arts and a bachelor of laws degree and a higher diploma in taxation (BA LLB, H.Dip Tax).

Having completed his articles (internship) and being admitted as an attorney, Graeme joined GoldFields as a member of their legal department where he gained extensive experience in all areas of corporate and commercial law.

In 1997, Graeme moved to SAB (now SAB Miller) as their in-house legal advisor. He furthered his experience in general corporate and commercial transactions interacting with and advising the senior executive and management of the company. At SAB, Graeme also gained valuable experience in sports sponsorship and sponsorship law.

In 2000, Graeme took up the position as Legal & Commercial Manager for Accenture and was responsible for the Africa region. Working for one of the world's leading consultancy companies, Graeme gained invaluable experience in the IT environment and outsourcing.

Having worked for blue-chip companies and wanting to gain start-up experience, Graeme was invited by the shareholders of ThisDay to be part of the ThisDay start up team. Graeme was general legal counsel and company secretary for the ThisDay Group.

Having gained vast experience in all areas of corporate law and wanting to embrace the fast changing legal services environment and the manner in which legal services can be rendered, Graeme founded Legal & Commercial Solutions in April 2005. From a small start-up with few clients, Graeme has grown the business to one which has a multiplicity of clients ranging across all industries and varying in size from multinational to SME.

"We deliver cost effective business solutions."

Legal & Commercial Solutions © <%=year(date)%> Website Terms & Conditions proudly designed & developed by getSolutions

*Before*

An initial meeting was setup for January 20<sup>th</sup> to determine Graeme's requirements as well as determine his budget and timelines. Graeme asked that his website be completed by the 1<sup>st</sup> day of March.

The Forge Web Creations tailored a proposal that would meet his needs, providing practical advice and implementation strategies to maximize the impact of the website. Just a few weeks later, the website was up and running, within budget and, importantly, by the deadline.

These are some of the milestones achieved:

- A complete redesign of the website from a fairly plain and static website to a fully functional dynamic website – <http://www.lcsolutions.co.za>
- Integration of a blogging system into the website.
- A Facebook Page was created and integrated into the website – <http://www.facebook.com/pages/Cape-Town-South-Africa/Legal-Commercial-Solutions/146670015392722>
- A Twitter Account was created and integrated into the website - [http://twitter.com/legal\\_solutions](http://twitter.com/legal_solutions)



*After*

## Training and Management:

Graeme was empowered with a full 2 hour training session prior to launch. This training covered:

- An introductory course and demonstration to using Twitter, LinkedIn and Facebook as well as resources to deepen his understanding.
- Comprehensive tips and advice on how to control all the content on his website including how to respond to comments people leave and how to handle information that readers submit via the contact and CV submission forms.

In addition to this Graeme was provided with an instruction manual, detailing steps to managing the various areas of his website and social media channels.

### **Winning with Search Engines:**

A further requirement of the project was to ensure that the website be optimized for search engines. Google, Yahoo! and BING have indexed the website and performing a search for “legal and commercial solutions” in Google shows [www.lcsolutions.co.za](http://www.lcsolutions.co.za) ranking in position 1 on page 1 of the results.

### **Immediate Results:**

Just two days after launch, Graeme had already received communication from readers as well as attracted several fans to his Facebook Page. Graeme has successfully written new blog posts without any assistance from The Forge Web Creations, proving that everything was ready for a promising and effective web-presence adventure.

*“I approached The Forge Web Creations with the need to update our company website and get more involved with social media and networking to increase networking ability. I met with Christopher, who explained the process to me, the pros and cons of different solutions and provided me with a cost estimate that suited our budget. Christopher and the team delivered the website on time, arranged a seamless service provider cut over and provided personal training and reference information on all the new technology. I'm delighted with the website and within days of going live we received communication from readers!*

*I'd like to thank The Forge Web Creations for taking me through this process and I highly recommend them.”*

~ Graeme Wilson, Founder and CEO of LC Solutions.

### **How it works:**

There are several stages to the creation of a website. Here's a step-by-step look at what to expect:

1. **The Brief: Expressing Needs:** Graeme knew that his existing website could be better. He was aware that new technological developments had left his site appearing static, and made the point that he wanted more interaction using social networks, as well as having a company blog without having to create an additional platform. Briefing is a skill- it's crucial that the developers understand what the desired end-result is, and are able to ask the right questions so that even someone who is not technically proficient can express what those needs are. The Forge Web

Creations team excels at translating both expressed and non-verbalised needs into effective design.

2. **Analysis:** Following the brief, it's necessary to pinpoint business requirements and user needs, as well as dissecting the existing website, in order to highlight specific changes to be made and improve on existing structures, or include specific features which will enhance and optimize the interface for users. In Graeme's case, the existing site was to be completely replaced with a new website. He supplied the website content according to his particular communication needs, following which the team populated the entire website, paying minute attention to every detail- making sure the content fitted in, and was thematically (and attractively) styled with fonts and font colours. Presentation of content which is relevant and uncluttered is a large part of the success of any website, particularly when combined with SEO practices, including strategically placed keywords which enhance the copy and drive traffic to the site.
  
3. **The Proposal:** The team then drafts a tailor-made proposal. No two projects are the same; styles, functions and appearance must all be adapted. Custom-designed websites needn't be expensive, so the proposal will always be budget-driven, whilst maximizing the functionality of the website. The client is always given the option to choose what works for his particular needs, and is fully informed about what will make the website suitable. A cost-estimate is provided, forming the backbone of the project.
  
4. **Design:** There are plenty of poorly-designed websites out there, but when you open a website that has been properly constructed, you can feel and see the difference immediately. Design elements are thoroughly tested to ensure compatibility with each other and with various user platforms in order to make sure that the website is accessible and that there is consistency in user experience. The design of the site recognizes not only the appearance of the site according to the brief, but also ensures that the design elements will all function properly.

5. **Technical Design:** Website building includes various processes and tasks, all designed to transform concepts into reality. In this case study, it was essential that the site was able to combine various elements without compromising the speed or readability of the site. There's plenty of testing at this stage, and this continues all the way through to the final launch, in order to make sure everything is flowing seamlessly.
  
6. **Training and Management:** Web users expect information to be current and useful. The Forge Web Creations team puts together sites which are easily updated, making content management simple and saving the website manager time. Within just a few minutes, information can be added, updated or deleted, so that there's no danger of obsolete material undermining the quality of the site. Part of the website development process is to provide plenty of training, empowering the client so that once the site is handed over, it can be managed by the client themselves, making it self-sufficient. The client is provided not only with detailed hands-on training, but also given plenty of material and access to information so that website management is made easy. The websites are designed so that even a novice can interact with their users and feel confident that they are in control of their own site.

## **Conclusion:**

Graeme Wilson's LC Solutions Case Study proves that it's possible within a short time to transform a company's online presence, utilizing simple, yet proven website design solutions.

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## **A Powerful Online Presence for Measurable Success**

The Forge Web Creations team is widely experienced and capable of delivering effective website designs with measurable effect. A combination of skilled design and attentive client service means that each website designed meets the needs of both client and user, and is created speedily and within budget.

Cutting-edge technology and a proven formula mean that your own website can be turned into an effective business tool, reaching the right people at the right time. In just a short time, your business could be where you need it to be in search results, enjoying the benefits of having a powerful online presence.